

**University of Pune**  
**Department of Management Sciences**  
**MBA-BT Semester III**  
**Mid-Semester Exam Sept 2013**  
**306- Marketing Specialization II**

**Maximum Marks: 40 marks**

**Time: 2Hrs**

**Note: Answer sections I and II on different answer-sheets.**  
**Both sections carry 20 Marks each.**

**Section I (By Dr. H. Katole)**

You are the Product Manager for a new brand called "Tom-Pas" which is a tomato-based sauce for pasta dishes. It is sold in a glass jar at a price that is equal with competitors. These sauces are spicy, they are ready-cooked, so only need reheating with prepared pasta. The target users and buyers are young adults aged 18-25 years of age; a secondary target is the family with young children.

You are launching the brand so the main objective of your campaign is to build awareness among the target groups.

You also need to assure retailers that the sauces will sell and are therefore a valuable part of their stock.

As part of your launch presentation to your marketing team, you are required to recommend the main communications tools that can be used.

You should assess the purposes, the strengths and the weaknesses of the tools you recommend.

[20 MARKS]

**Section II (By Dr. M. Varma)**

20M

**Q1.** What is a Brand? Comment on "Brands versus Products." Explain this with different level as Core, generic, expected, augmented and potential product levels by giving examples.

**Or**

***Can everything be branded?*** Justify your answers with the help of examples. Also highlight on the factors that affect branding decision.